

Milpitas Arts and Culture Grant Program Change Outline

Overall Changes

- ❑ *Goals*
 - To provide access to financial support – through a competitive process to a wide range of artists and organizations providing arts and cultural services in Milpitas.
 - To provide the Milpitas Community with arts and cultural activities that improves understanding and respect for arts and culture.
 - To support Arts Education in Milpitas.
 - To bring new programs, activities and artists to Milpitas.
- ❑ *Areas of Support*
 - Arts Education
 - Community Arts
 - Cultural Exposure
- ❑ *Eligibility*
 - Projects must be held in the City of Milpitas and fit one of the three listed Areas of Support.
 - Returning Grantees, after two consecutive grant cycles must:
 - Take a (1) year hiatus or
 - Create a new and different program
- ❑ *Funding*
 - Funding for the Milpitas Arts and Culture Grant Program comes from the City of Milpitas' General Fund, and the program annually awards money through a variety of funding categories. Each grant cycle will reserve a portion of monies to be awarded to first time application proposals only.

2007-2008
Milpitas Arts and Culture Grant Program
Grant Application - Organization

Program Description:

The Organization Project Grant supports organizations producing art or cultural activities in Milpitas that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to, performances of dance, music or theatre, classes and workshops, exhibits, and literary activities. Proposed project activities must occur between November 1, 2007 and October 31, 2008.

Program Goals:

- To provide access to financial support – through a competitive process to a wide range of artists and organizations providing arts and cultural services in Milpitas.
- To provide the Milpitas Community with arts and cultural activities that improves understanding and respect for arts and culture.
- To support Arts Education in Milpitas.
- To bring new programs, activities and artists to Milpitas.

Areas of Support:

- Community Arts
- Cultural Exposure
- Arts Education

Program Funding:

Funding for the Milpitas Arts and Culture Grant Program comes from the City of Milpitas' General Fund, and the program annually awards money through a variety of funding categories. Each grant cycle will reserve a portion of monies to be awarded to first time application proposals only.

The Milpitas Arts and Culture Grant Program

Funding Criteria

The Milpitas Arts and Culture Grant Program will fund:

- Production costs:
Costumes, sets, lighting equipment, sound equipment, easels, paint, paintbrushes, framing costs, paper, canvas, musical instruments, musical equipment, music, and other production costs as related to the specific costs of the project being undertaken as specified in the grant proposal.
- Marketing costs:
Posters, flyers, paid advertisements on radio, television, or newspapers, and promotional banners.
- Rental fees:

For performance or exhibition space only.

- Artistic Personnel:
Choreographers, directors, musical directors, guest performers, artists, authors, dancers, actors, and musicians. “Artistic Personnel” is defined as “Those involved with the creative and artistic elements of the project being undertaken.”

The Milpitas Arts and Culture Grant Program will **not** fund:

- Administrative personnel, including clerical staff, producers, management, and grant writers.
- In-school projects or those projects designed specifically for students in a specific school.
- Overhead or administrative costs other than the marketing costs mentioned above.
- Refreshments for receptions or any items not specifically related to the project being undertaken as specified in the grant proposal.
- Rental fees for rehearsal space, office space, insurance permits, or any other space related to pre-project preparation.
- Costs not specified above.

Milpitas Arts and Culture Grant Program

Grant Cycle, Deadlines and Eligibility

Eligibility

- Projects must be held in the City of Milpitas and fit one of the three listed Areas of Support.
- Returning Grantees, after two consecutive grant cycles must:
 - Take a (1) year hiatus or
 - Create a new and different program

Pre-screening:

April XX, 2007 5:00pm

Applications will be returned with suggestions and comments five (5) business days after they are received.

Application Deadline:

May XX, 2007 5:00pm

NO LATE OR INCOMPLETE APPLICATIONS WILL BE ACCEPTED.

Applicant Review:

June XX, 2007 7:00pm

Arts Commission Meeting

Milpitas City Hall Committee Conference Room, 455 E. Calaveras Blvd.

Program Dates:

Must take place between November 1, 2007 and October 31, 2008 and cannot conflict with other Milpitas Arts and Culture Grant Program or City-Sponsored events.

Reports:

All grantees are required to submit interim and final reports on the project based on the information presented in the proposal and specific Milpitas Arts and Culture Grant Program requirements.

If a complete Final Budget Statement is not received 30 days after the due date, (a total of 90 days after the event/activity), applicant(s) will be required to reimburse the City for the full amount of funding and will not be eligible to apply for the following funding cycle.

Mail or deliver your grant application to:

Community Enrichment Coordinator
Milpitas Community Center
457 E. Calaveras Blvd.
Milpitas, CA 95035

Questions:

Renee Lorentzen, Community Enrichment Coordinator
(408) 586-3286
Rlorentzen@ci.milpitas.ca.gov

Milpitas Arts and Culture Grant Program

Application Requirements

Submit twelve (12) Grant Application Packets with the below information included. Only one (1) copy of your Supporting Materials is required.

☐ Cover Sheet

- Complete the provided Cover Sheet.

The Coversheet will provide the Commission with preliminary knowledge of you and your proposed project. Your requests for available In-Kind services are located on the Coversheet. Please mark all that apply, as you will be held to your original requests upon Grant approval.

☐ Project Narrative

- Submit a Project Narrative that is no more than eight pages, double-spaced, 12 pt. Font.
- Answer the questions stated in the Project Outline portion of the Grant Application, clearly and with as much detail as space will allow on a separate piece of paper.
- Answer each question by re-typing the question.

Please be as detailed and specific as possible when drafting your project narrative. The Commission will need to retrieve all necessary information and have all their questions answered from your written proposal.

☐ Budget Worksheet

- Complete the provided Budget Worksheet.
- Complete the Budget Line Item Worksheet if applicable.

The Budget Worksheet and Line Item Form are important components to your Grant application. How you are planning on funding your proposed project, in addition to the City of Milpitas Arts and Culture Grant; income, other grants, ticket sales, concession sales*, etc.

☐ Supporting Materials

- Three (3) forms of supporting materials must be submitted with your application.
- One of your three (3) Supporting Materials must be a Video/DVD, Audio or pictures (visual arts projects only).
- Programs, brochures, flyers, newspaper or magazine articles are acceptable forms of Supporting Materials.
- **Materials submitted will not be returned.**

- A business license and/or Health Permit must be obtained to sell concessions as stated and defined in the City of Milpitas' Facility Rules and Regulations Packet.

MILPITAS ARTS AND CULTURE PROGRAM

APPLICATION - Organization

Proposal Narrative

Please answer the following questions clearly and concisely in the order provided. Please begin each answer by retyping the question.

1. Cover Sheet

Complete the provided Cover Sheet for your grant application

2. Project Outline

1. Describe your Organization's history; it's mission, purpose and major accomplishments.
2. Describe the project for which funds are being requested. Your description **must** include the following:
 - Goals of the Project
 - Plans for Implementation, including timeline and dates of public presentation
 - Location of Project - if using non-City facility, a letter of confirmation from the site manager is mandatory
 - Names of Artists involved, their training and experience
 - Example of a past/similar project implemented by the organization
 - If new project please describe how your organization and artistic personnel will achieve success
 - Specific Use of Funds requested
3. Describe your community outreach plans. Include:
 - Identifications of audiences, estimated numbers, demographics, etc.
 - Mechanisms to reach audiences/marketing strategies
 - Potential impact of project to benefit the Milpitas community
4. Briefly describe your organization's ability and commitment to improve exposure to, understanding of and respect for the arts and culture of Milpitas. How will you incorporate audiences/participants of diverse cultures or interests into your project.
5. List your attachments/supporting materials; provide a short introduction to your VHS, DVD or Audio Cassette.

3. Budget Worksheet

Complete the provided Budget Worksheet for your grant application.

4. Supporting Materials

1. Three pieces of supporting material (brochures, newsletters, press releases, videos, etc.). One piece of supporting material must be a Video, DVD or Audio Cassette or in the case of a visual arts proposal, pictures.
2. If you will be presenting an activity at a non-City site, provide a letter from the Facility Manager or principal approving the use of that facility on a specified date at an agreed upon time, and that the general public is welcome to attend.

City of Milpitas
2007-2008 Milpitas Arts and Culture Grant Program

Application Cover Page - Organization

☐ **New Applicant**

(You are considered to be a new applicant to the program even if you have applied in the past but were not funded.)

☐ **Returning Grantee – last year funded**
(check one)

- ☐ FY 2004-2005
- ☐ FY 2005-2006
- ☐ FY 2006-2006

Organization Name: _____

Date of Incorporation: _____

Mailing Address: _____

City, State, Zip: _____

Contact Person: _____ **Title:** _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Arts Discipline (check the form(s) which is the focus of the Organization's mission)

- | | |
|---|--|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Traditional/Folk Arts |
| <input type="checkbox"/> Music | <input type="checkbox"/> Visual Arts |
| <input type="checkbox"/> Theater | <input type="checkbox"/> Literary Arts |
| <input type="checkbox"/> Media Arts | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Inter-/Multi-disciplinary Arts | |

Project Title: _____

Grant Request Amount: \$ _____ **Total Project Budget:** \$ _____

Organizational Annual Budget (2006-07): \$ _____

In-Kind Services Request (Mark those that you would like incorporated into your grant request):

- ☐ Performance Space ☐ Marketing ☐ Printing Services

The undersigned hereby certified that s/he:

- 1. Is a principal officer of the organization with the authority to obligate it.**
- 2. Has read and accepted the FY 2007-08 Milpitas Arts and Culture Grant Program Packet Information, guidelines and requirements.**
- 3. Information in this application and its attachments is true and correct to the best of her/her knowledge.**

Principal Officer Signature

Name (print)

Date

Milpitas Arts and Culture Grant Program

Budget Worksheet

Fiscal History

This is fiscal history for an:

_____ Organization

_____ Artist

	2006-2007 Actual	2007-2008 Budgeted	2007-2008 Projected
<u>Revenues</u>			
Earned			
Contributed			
Total Revenues			
<u>Expenses</u>			
Artistic			
Administrative			
Total Expenses			
Surplus/Deficit			

Project Budget (Projected)

<u>Earned Revenue</u>		<u>Artistic Expenses</u>	
Admission/Tickets	\$	Artistic Salaries	\$
Product Sales	\$	Other	\$
Business License	\$	Other	\$
Student Fees/Tuition	\$	<i>Sub-total Artistic</i>	\$
<i>Sub-Total Earned</i>	\$		
<u>Contributed Revenue</u>		<u>Production Expenses</u>	
Federal Grants	\$	Marketing/Promotions	\$
State Grants	\$	Rent (Performance Space)	\$
Local Government	\$	Rent (Lighting/Sound)	\$
Private Industry	\$	Other	\$
In-Kind	\$	Other	\$
Other	\$	<i>Sub-total Production</i>	\$
<i>Sub-total Contributed</i>	\$		
Total Revenues	\$	Total Expenses	\$

Budget Line Item Worksheet

In the space provided, please indicate any Budget expenses or income that needs further explanation.

<u>Item Description</u>	<u>\$ -/+</u>	<u>Explanation</u>
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Explanation of any large expense item:

Explanation of any large Project Overhead:

2007-2008
Milpitas Arts and Culture Grant Program
Grant Application - Artist

Program Description:

The Individual Artist Project Grant supports Artists producing art or cultural activities in Milpitas that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to, performances of dance, music or theatre, classes and workshops, exhibits, and literary activities. Proposed project activities must occur between November 1, 2007 and October 31, 2008.

Program Goals:

- To provide access to financial support – through a competitive process to a wide range of artists and organizations providing arts and cultural services in Milpitas.
- To provide the Milpitas Community with arts and cultural activities that improves understanding and respect for arts and culture.
- To support Arts Education in Milpitas.
- To bring new programs, activities and artists to Milpitas.

Areas of Support:

- Community Arts
- Cultural Exposure
- Arts Education

Program Funding:

Funding for the Milpitas Arts and Culture Grant Program comes from the City of Milpitas' General Fund, and the program annually awards money through a variety of funding categories. Each grant cycle will reserve a portion of monies to be awarded to first time application proposals only.

The Milpitas Arts and Culture Grant Program

Funding Criteria

The Milpitas Arts and Culture Grant Program will fund:

- Production costs:
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For performance or exhibition space only.

- Artistic Personnel:
Choreographers, directors, musical directors, guest performers, artists, authors, dancers, actors, and musicians. “Artistic Personnel” is defined as “Those involved with the creative and artistic elements of the project being undertaken.”

The Milpitas Arts and Culture Grant Program will **not** fund:

- Administrative personnel, including clerical staff, producers, management, and grant writers.
- In-school projects or those projects designed specifically for students in a specific school.
- Overhead or administrative costs other than the marketing costs mentioned above.
- Refreshments for receptions or any items not specifically related to the project being undertaken as specified in the grant proposal.
- Rental fees for rehearsal space, office space, insurance permits, or any other space related to pre-project preparation.
- Costs not specified above.

Cultural Arts Support Program **Grant Cycle, Deadlines and Eligibility**

Eligibility

- Projects must be held in the City of Milpitas and fit one of the three listed Areas of Support.
- Returning Grantees, after two consecutive grant cycles must:
 - Take a (1) year hiatus or
 - Create a new and different program

Pre-screening:

April XX, 2007 5:00pm

Applications will be returned with suggestions and comments five (5) business days after they are received.

Application Deadline:

May XX, 2007 5:00pm

NO LATE OR INCOMPLETE APPLICATIONS WILL BE ACCEPTED.

Applicant Review:

June XX, 2007 7:00pm

Arts Commission Meeting

Milpitas City Hall Committee Conference Room, 455 E. Calaveras Blvd.

Program Dates:

Must take place between November 1, 2007 and October 31, 2008 and cannot conflict with other Milpitas Arts and Culture Grant Program or City-Sponsored events.

Reports:

All grantees are required to submit interim and final reports on the project based on the information presented in the proposal and specific Milpitas Arts and Culture Grant Program requirements.

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Questions:

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Milpitas Arts and Culture Grant Program

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☐ Project Narrative

- Submit a Project Narrative that is no more than eight pages, double-spaced, 12 pt. Font.
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Please be as detailed and specific as possible when drafting your project narrative. The Commission will need to retrieve all necessary information and have all their questions answered from your written proposal.

☐ Budget Worksheet

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- Complete the Budget Line Item Worksheet if applicable.

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- Programs, brochures, flyers, newspaper or magazine articles are acceptable forms of Supporting Materials.
- **Materials submitted will not be returned.**

- A business license and/or Health Permit must be obtained to sell concessions as stated and defined in the City of Milpitas' Facility Rules and Regulations Packet.

MILPITAS ARTS AND CULTURE GRANT PROGRAM

APPLICATION - Artist

Proposal Narrative

Please answer the following questions clearly and concisely in the order provided. Please begin each answer by retyping the question.

1. Cover Sheet

Complete the provided Cover Sheet for your grant application

2. Project Outline

1. Describe your history as an Artist; mission, past projects, accomplishments, etc.
2. Describe the project for which funds are being requested. Your description **must** include the following:
 - Goals of the Project
 - Plans for Implementation, including timeline and dates of public presentation
 - Location of Project - if using non-City facility, a letter of confirmation from the site manager is mandatory
 - Names of Artists involved, their training and experience
 - Example of a past/similar project implemented by the organization
 - If new project please describe how you and any of your artistic personnel will achieve success
 - Specific Use of Funds requested
3. Describe your community outreach plans. Include:
 - Identifications of audiences, estimated numbers, demographics, etc.
 - Mechanisms to reach audiences/marketing strategies
 - Potential impact of project to benefit the Milpitas community
4. Briefly describe your ability and commitment to improve exposure to, understanding of and respect for the arts and culture of Milpitas. How will you incorporate audiences/participants of diverse cultures or interests into your project.
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4. Supporting Materials

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City of Milpitas
2007-2008 Milpitas Arts and Culture Grant Program

Application Cover Page - Artist

☐ **New Applicant**

(You are considered to be a new applicant to the program even if you have applied in the past but were not funded.)

☐ **Returning Grantee – last year funded**
(check one)

- ☐ FY 2004-2005
- ☐ FY 2005-2006
- ☐ FY 2006-2006

Artist Name: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ **Fax:** _____

Email: _____ **Website:** _____

Arts Discipline (check the form(s) which is the focus of the Organization's mission)

- | | |
|---|--|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Traditional/Folk Arts |
| <input type="checkbox"/> Music | <input type="checkbox"/> Visual Arts |
| <input type="checkbox"/> Theater | <input type="checkbox"/> Literary Arts |
| <input type="checkbox"/> Media Arts | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Inter-/Multi-disciplinary Arts | |

Project Title: _____

Grant Request Amount: \$ _____ **Total Project Budget: \$** _____

Organizational Annual Budget (2006-07): \$ _____

Project Location: _____

In-Kind Services Request (Mark those that you would like incorporated into your grant request):

- ☐ Performance Space ☐ Marketing ☐ Printing Services

The undersigned hereby certified that s/he:

- 1. Is a principal officer of the organization with the authority to obligate it.**
- 2. Has read and accepted the FY 2007-08 Milpitas Arts and Culture Grant Program Packet Information, guidelines and requirements.**
- 3. Information in this application and its attachments is true and correct to the best of her/her knowledge.**

Principal Officer Signature

Name (print)

Date

Milpitas Arts and Culture Grant Program

Budget Worksheet

Fiscal History

This is fiscal history for an:

_____ Organization

_____ Artist

	2006-2007 Actual	2007-2008 Budgeted	2007-2008 Projected
<u>Revenues</u>			
Earned			
Contributed			
Total Revenues			
<u>Expenses</u>			
Artistic			
Administrative			
Total Expenses			
Surplus/Deficit			

Project Budget (Projected)

<u>Earned Revenue</u>		<u>Artistic Expenses</u>	
Admission/Tickets	\$	Artistic Salaries	\$
Product Sales	\$	Other	\$
Business License	\$	Other	\$
Student Fees/Tuition	\$	<i>Sub-total Artistic</i>	\$
<i>Sub-Total Earned</i>	\$		
<u>Contributed Revenue</u>		<u>Production Expenses</u>	
Federal Grants	\$	Marketing/Promotions	\$
State Grants	\$	Rent (Performance Space)	\$
Local Government	\$	Rent (Lighting/Sound)	\$
Private Industry	\$	Other	\$
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Other	\$	<i>Sub-total Production</i>	\$
<i>Sub-total Contributed</i>	\$		
Total Revenues	\$	Total Expenses	\$

Budget Line Item Worksheet

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<u>Item Description</u>	<u>\$ -/+</u>	<u>Explanation</u>
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Explanation of any large expense item:

Explanation of any large Project Overhead:

Community Enrichment Coordinator asked the Commission what would they want to do with the donated books from Borders Books. The Commission stated they would like to either donate them to 'Raising a Reader' program or to the Milpitas Community Center Preschool.

MOTION to donate three of the six books to 'Raising a Reader' Program and the other three to the Milpitas Community Center Preschool.

M/S: McGuire/Ogle Ayes: All

XI. New Business

2. Sunnyhills Breakfast – Commissioners Rabe/Butler

Chairperson Rabe reminded the Commission that they are hosting the Sunnyhills Breakfast, scheduled for Sunday, January 7, 2007. Commissioner Butler asked the Commission to discuss the breakfast supplies and the program. Community Enrichment Coordinator, Renee Lorentzen asked if the Commission would like to form a Sunnyhills Breakfast Subcommittee to work on the menu and program with the budget of \$800.00. She also asked the Commission how many people would be in attendance at the breakfast. Chairperson Rabe answered 30-40 people. Chairperson Rabe stated that due to the lack of Commissioners at tonight's meeting she would like to discuss the logistics and make decisions about the Breakfast at this meeting.

Commissioner Butler stated for the breakfast menu she recommends fresh fruit, coffee, and bagels, juice. Commissioner Butler recommends fresh baked bread like bagels and croissants from the bakery on Dixon Road with cream cheese. She doesn't want to cook the breakfast. Community Enrichment Coordinator, Renee Lorentzen asked the Commission to decide who would be responsible for the following items:

- | | |
|--------------------------|--|
| • Food | Chairperson Rabe, Commissioner Butler |
| • Program Information | Commissioner Ogle |
| • Decorations | All Commissioners |
| • Breakfast Staff | Chairperson Rabe, Commissioner McGuire |
| • Breakfast Presentation | Chairperson Rabe |

Community Enrichment Coordinator, Renee Lorentzen stated to give a brief updated of the Sunnyhills Breakfast at the November 27, 2006 Arts Commission meeting and ask for more volunteers.

Note. Receipt. File.

3. CASP Grant Review - Lorentzen

Community Enrichment Coordinator, Renee Lorentzen, explained to the Commission, that in response to their request to look at a more efficient grant process, Staff met with the CASP Grant Review Subcommittee to review the current grant and make changes. She asked the Commission to refer to the attachments; Milpitas Arts and Culture Grant Program Grant Applications for both "Artist" and "Organization," and the Milpitas Arts and Culture Grant Program "Change Outline." She read from the "Change Outline" out loud and for the Commission to ask questions when needed.

Community Enrichment Coordinator, Renee Lorentzen read under 'Overall Changes,' section Eligibility: Projects must be held in the City of Milpitas and

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October 23, 2006

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fit one of the three listed Areas Support; which are: arts education, community arts, cultural experience. She read under section Eligibility: Returning Grantees, after two consecutive grant cycles must: create a new and different program, as this would encourage artistic development.

Community Enrichment Coordinator, Renee Lorentzen read under 'Overall Changes,' section Funding: Funding for the Milpitas Arts and Culture Grant Program comes from the City of Milpitas; General Fund, and the program annually awards money through a variety of funding categories. Each grant cycle will reserve a portion of monies to be awarded to first time application proposals only. Specifically the 'portion of monies' refers to \$2,000.00 for first time grantees who meet the criteria.

The Commission stated they were comfortable with the changes and think they will improve the overall grant program and encourage new arts and cultural events in the City.

MOTION to approve the grant and recommend for City Council approval.

M/S: Butler/McGuire

Ayes: All

XII. Staff Reports

Upcoming Events:

- "The Lion, Witch and the Wardrobe" – October 26-28 – Milpitas Community Center
- Veterans Day Ceremony – November 11th – 9am – Veterans Memorial

XIII. Liaison Reports

1. City Council

Council Member Giordano stated at the October 3, 2006, City Council meeting, Council considered the following:

- Reviewed Petition from neighbors near Gill Park on Noise concerns.
- Approved governing policy and operating procedures for Milpitas Community Television.
- Approved minor entryway signs for City at Montague/Park Victoria, So. Main Street/Montague Expwy, No. Milpitas Blvd/Dixon Landing, and a Branding Strategy Committee.
- Approved recommendation from the Facilities Naming Subcommittee to request the county to include historically themed elements in the proposed Milpitas Valley Health Center to honor early medical professionals in Milpitas.
- Approved twelve family childcare assistance fund grant requests.
- Consideration of an ordinance regarding appointment of Planning Commissioners.

Council Member Giordano stated at the October 17, 2006, City Council meeting, Council considered the following:

- Appeal of Planning Commission decision to deny dance floor King Crab Restaurant.
- Approved proposal for commission recognition event.
- Introduced ordinance-prohibiting amplification of sound at Gill Park.

Unapproved Minutes

October 23, 2006

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